

Message Text

LIMITED OFFICIAL USE

PAGE 01 BERLIN 06925 181810Z

70

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 086838

R 181717Z DEC 75
FM AMEMBASSY BERLIN
TO USDOC WASHDC
SECSTATE WASHDC 1845
INFO AMEMBASSY VIENNA

LIMITED OFFICIAL USE BERLIN 6925

E.O. 11652: NA
TAGS: BEXP, GE
SUBJECT: LEIPZIG FALL 1976 FAIR

REF: USDOC 17641

1. THE EMBASSY WELCOMES THE OPPORTUNITY PROVIDED BY REFTEL TO COMMENT ON OFFICIAL U.S. PARTICIPATION AT THE FALL 1976 LEIPZIG FAIR. OUR PRELIMINARY VIEW IS THAT A MODEST TECHNICAL EXHIBIT INVOLVING U.S. PRODUCT DISPLAYS AND COMPANY OR INDUSTRY SPECIALISTS WOULD BE PREFERABLE TO A CATALOG SHOW. THE QUESTION, HOWEVER, IS COMPLEX AND WE WOULD NOT EXCLUDE THE POSSIBILITY THAT A CAREFULLY CONCEIVED CATALOG SHOW MIGHT EFFECTIVELY PROMOTE U.S. INTEREST.

2. PROCEEDING FROM THE FACT THAT THE LEIPZIG FAIR IS NOT SOLELY OR EVEN BASICALLY A TRADE SHOW IN THE USUAL SENSE, THE QUESTION OF THE FORM AND STYLE OF PARTICIPATION HAS TO BE EXAMINED ON SEVERAL LEVELS AT ONCE. GDR OFFICIALS, FAIR OFFICIALS, FAIR EXHIBITORS, AND VISITORS IN THE CLOSED ATMOSPHERE OF LEIPZIG TEND TO INTERPRET AN EXHIBIT, PARTICULARLY ONE SPONSORED BY A GOVERNMENT, AS A COMPREHENSIVE STATEMENT OF THE STYLE AND CAPABILITIES OF THE COUNTRY REPRESENTED. THUS A GOVERNMENT-SPONSORED EXHIBIT AT LEIPZIG THAT IS IMPRESSIVE ONLY TO A NARROW AUDIENCE OF SPECIALISTS MAY TEND TO

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 BERLIN 06925 181810Z

UNDERMINE BROADER U.S. INTERESTS. USDOC MAY RECALL

COMMENTS BY GDR OFFICIALS FOLLOWING THE SPRING 1975
BDO-THOUGH OBVIOUSLY AND NECESSARILY SELF-SERVING-
WHICH SUGGEST THAT THEY DID NOT FIND THAT EFFORT IMPRESSIVE.
ANOTHER FACTOR TO BE TAKEN INTO ACCOUNT IS THAT THE FAIR
PRESENTS A RARE INSTITUTIONALIZED OPPORTUNITY TO REACH
END-USERS IN THE CLOSED GDR ECONOMY WHO CAN ORDINARILY
BE REACHED ONLY BY THE PRINTED WORD. WE THINK A U.S.
PRESENCE AT LEIPZIG SHOULD INVOLVE AN INTENSIVE EFFORT
TO EXPLOIT THIS UNIQUE OPPORTUNITY TO REPLACE BUSINESS
BY REMOTE CONTROL WITH FACE-TO-FACE CONTACTS.

3. WE HOPE, THEREFORE, THAT IT MAY PROVE POSSIBLE
WITHIN LIMITS IMPOSED BY BUDGET, TO MOUNT A MODEST BUT
IMAGINATIVE EXHIBIT OF PRODUCTS AND SERVICES IN ONE OF
THE MAJOR FALL FAIR PRODUCT GROUPS: CHEMICAL INDUSTRY,
CHEMICAL PLANT, PLASTICS MACHINERY, OR AUTOMOTIVE
PRODUCTS.

4. WE LOOK FORWARD TO DISCUSSING THIS SUBJECT
FURTHER AND EXPECT THAT PREPARATION AND EXECUTION
OF THE SPRING FAIR EXHIBIT WILL PROVIDE AN OPPORTUNITY
TO DO SO. GROVE

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: ElyME
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BERLIN06925
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750440-0982
From: BERLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751229/aaaaazla.tel
Line Count: 83
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 08 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 APR 2003 by ShawDG>; APPROVED <22 OCT 2003 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: LEIPZIG FALL 1976 FAIR
TAGS: BEXP, GC
To: COM STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006